

Workshop
Executive Leadership Institute
Hatfield School of Government

Dealing with Stakeholders:
Providing Information that Helps Create Community

Context or focus - Changes in society and technology necessitate changes in organizations. Technology and the global environment, social responsibility, the internet, and the constant press for government accountability, all come together to create a need for transparency, and transparency requires credibility and congruence between an organization's culture and all of its identity-related components.

Information changes hands so fast now, that there is such a flood of information available at all times, to all people; it changes the nature of how organizations must view their stakeholders and themselves. Organizations are now held to a higher standard of ethicalness, of honesty, of diligence, of accountability.

Objectives of the workshop -

1. Recognize the integration between identity, culture and stakeholder credibility.
2. Develop a plan that includes important accountability and transparency elements.
3. Combine the experience and contacts of participants to get at best and most effective practices.

First Content Topic - The place to start is congruence or alignment between identity, mission and culture – **how do you really feel about having employees and the public as partners**

- Mission of the agency;
- Mission of public affairs (internal and external);
- Identity and culture issues as they impact stakeholder relations.

Worksheet that integrates the above three elements

Second Content Topic – Creating a public affairs plan that fosters trust, accountability and integration of stakeholder and agency needs.

- Interest vs. positional planning
- Format
- Timeline
- Specific media or information tools

Public affairs plan template

Conclusion – Summary of best ideas and resources for getting more information on these topics

Cost - ~~\$400 for 4 hour session~~ - **NO COST TO FEDERAL EMPLOYEES.**

Presenters – Sharron Noone, Ph.D. will lead the session (resume attached) but other faculty members will join the discussion in areas where they have expertise.